

# Communications Officer

## Job Description

**Contract status:** Permanent, full time (35 hours per week)

**Start date:** As soon as possible

**Reporting to:** Marketing and Communications Manager

**Salary range:** £25,000 to £28,000

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## Welcome from the Director of Engagement

Thank you for your interest in the role of **Communications Officer** with NYOS, the National Youth Orchestras of Scotland.

It is an exciting time to work for NYOS as we build on an amazing legacy and develop new plans. We want to ensure that our work is celebrated and shared with audiences and stakeholders across Scotland and beyond. To do this we need clear and engaging communications that showcase our programmes, celebrate our impact, and tell our story.

We are looking for a Communications Officer who shares our ambitions and values and wants to be part of a small, friendly team that supports NYOS' mission to nurture, celebrate and widen access to outstanding classical youth music-making, inspiring young people to realise their potential.

The Communications Officer is a new role within our dynamic and forward-thinking team. You will utilise a range of channels to ensure our communications are distinct and connect with audiences old and new, across a diverse range of communities. Collaborating with others in the team, you will sharpen our messages and draft key documents to share the joy of our work, reaching out to press and media to share key communications celebrating the power of music and the opportunities NYOS provides.

You do not need to fulfil every element of the job description to apply. We are interested in finding someone who really wants to contribute to NYOS's work and will support your professional development if you have the right potential. If this role excites you, but you are unsure about applying, please feel free to get in touch for an informal conversation.

We look forward to hearing from you!



**Neil Fox** | Director of Engagement

## About NYOS

NYOS nurtures and celebrates outstanding classical youth music-making, with a vision of all Scotland's communities sharing in its social, personal, and cultural benefits. Through our three programme strands - Foundations, Orchestras and Futures – we offer accessible, co-created projects, world-class orchestral training and performances, and unique career development opportunities. Our work is delivered by internationally renowned artists and exceptional tutors. Creativity, ambition, belonging, and joy are fundamental to all we do.

For over 40 years, NYOS has supported Scotland's outstanding young musicians through a dynamic programme of residential training courses, national and international concert tours with leading soloists and conductors, and projects for a wide range of abilities in communities throughout the country. Our first Music Director, Catherine Larsen-Maguire, began her tenure in 2024 and other recent conductors have included Teresa Riveiro Böhm, Martyn Brabbins, Natalia Luis-Bassa and Jac van Steen. We welcome a variety of soloists including the Amatis Trio, Ethan Loch, Aaron Akugbo, Elena Urioste and Jess Gillam.

NYOS provides ensemble experiences for young musicians from age eight upwards and is committed to providing outstanding opportunities at a national level. We recognise the wider holistic benefits of music-making which develop the life skills of our participants, and above all the importance of creating a welcoming, structured, and fun environment for our young people to flourish alongside their peers, regardless of their race, ethnicity, or identity.

Underpinning our work is a strong commitment to removing barriers to participation to ensure that no young person misses out on NYOS opportunities due to their personal circumstances. Embedding this ethos throughout our programmes is of paramount importance to us.

## Communications Officer

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### Job Purpose

To implement effective communications through the creation, coordination and execution of campaigns and messages across a number of channels, in line with the NYOS's communication strategy, that seek to increase awareness of NYOS, grow and diversify our audiences, and drive brand loyalty.

### Job Challenge

To be a proactive storyteller, and through clear communications, increase the awareness, reach and brand loyalty of NYOS, growing membership, developing and diversifying audiences, and strengthening organisational reputation.

### Principal Accountabilities

- Deliver communication campaigns and messages across a number of channels, maintaining NYOS brand consistency, house style and tone of voice, and aligning with organisational objectives.
- Assist with management of NYOS's external communication channels and materials, collaborating on interactive social media content and campaigns which support organisational communication goals and drive awareness, engagement and brand loyalty.
- Draft and edit website content including news articles, blogs and programme pages, ensuring all copy remains relevant and effectively tells the story of the NYOS brand and community.
- In collaboration with the Marketing and Communications Manager, and Senior Management Team, draft and edit key communication documents including newsletters, concert invitations and key reports such as Trustee Reports, ensuring consistency of tone and style.
- Coordinate media relations including the production of advertorial and press release content for media outlets, inviting concert reviewers to performances, and supporting broadcast to elevate the profile of NYOS across Scotland and beyond.
- Assist with creating and collating content for NYOS concert programmes, allowing us to grow, inform and diversify audiences and our wider community.
- Incorporate youth voice across all NYOS communications to ensure young people are at the heart of our work, supporting our ambitions to diversify our participants, increase our applications, and foster retention.

- Foster effective communications with external stakeholders that enhance organisational reputation and help NYOS effectively develop a sense of community and contribute to a sustainable Scottish youth music sector.
- Work closely with other NYOS departments to identify the most important information to communicate, ensuring our external communications support our strategic goals.
- Monitor trends, media alerts and relevant publications to stay informed of related developments, creating timely reports for all communication campaigns that enable NYOS to stay relevant and effective in its marketing and communications strategy.

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## Person Specification

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### Knowledge, Skills, Experience and Characteristics

#### Essential

- Minimum of 2 years writing and/or editorial experience.
- Outstanding communication skills, both oral and written, with particular attention to detail.
- Interpersonal skills – ability to build relationships with stakeholders.
- Proficient in MS Office suite and various social media applications with proven experience in creating engaging social media content.
- Experience in editing website content such as news articles, blogs and webpage content.
- Creative, innovative, detail oriented.
- Ability to multi-task and prioritise work accordingly.
- An understanding of the importance of brand, tone of voice, and how to adapt this to connect with a range of audiences.
- Experience of media relations, press release writing, pitching and fielding media requests.
- Experience of analysing communication data to inform future strategies.

#### Personal Characteristics

- Aligned with NYOS's values.
- Confident self-starter who enjoys a challenge and is passionate about meeting objectives.
- Ability to work with young people and create opportunities to engage with them as a key audience.
- Self-motivated individual who can manage a busy portfolio of varied tasks.
- Enthusiastic individual.
- Forward-thinking with a drive to achieve strategic ambitions.

- Team player with track record of collaborating with colleagues to achieve goals.

### Desirable

- Experience using a variety of digital marketing and CRM tools including MailChimp, Beacon, Google Analytics, Google Looker Studio and alternatives.
- Experience using website CMS such as WordPress, Squarespace, Umbraco.
- Experience of or a commitment to EDI in communications activities
- Proven graphic design skills.
- A valid UK driving licence.
- Passion for the arts, culture, and/or classical music.

Applicants must be able to regularly attend NYOS concerts, courses and activities across Scotland outside of normal working hours as required by the charity's annual activity plan. Time off in lieu is granted in line with NYOS' TOIL policy.

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### Key Terms And Conditions

- **Salary range:** £25,000 to £28,000 per annum
- **Hours of work:** Full time (35 hours per week, permanent role)
  - Normal working hours: Monday to Friday, 9am-5pm with an hour lunch break
  - Occasional evening and weekend work as required for which overtime is not paid, but for which a TOIL policy is in operation
- **Location:** Based in Glasgow head office, with possible partial home-working following discussion
- **Annual leave:** Holiday allowance of 22 days annual leave and 12 public holidays
- **Pension:** NEST workplace pension scheme

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### Equal Opportunities

The National Youth Orchestras of Scotland recognises that many people in our society experience discrimination or lack of opportunity for reasons that are not fair.

These include race, religion, creed, colour, national and ethnic origin, pregnancy or maternity, political beliefs, gender, sexual orientation, age, disability including mental illness, HIV status, marital status, responsibility for dependants, geographical area, social class, and income level.

The National Youth Orchestras of Scotland is committed to a Policy of Equality of Opportunity which

respects the identity, rights, and value of each individual, and welcomes applications from all sections of the community.

We are committed to growing the diversity of the organisation and particularly encourage applications from people with disabilities, LGBTQI+, Black, Asian and other global majority backgrounds, care leavers, and those residing in an area of social and economic deprivation as measured by postcode on the Scottish Index of Multiple Deprivations (SIMD) <https://simd.scot/>

Please let us know if you have any support and access requirements. We will work with you to ensure any inclusion requirements are met. If you require additional assistance during any stage of the application process, including at interview (which may take place online), please let us know.

### How To Apply

Please submit your CV and a cover letter (no more than 2 A4 pages) along with the equal opportunities monitoring form (available from our website) by the closing date of 9 am on **Tuesday 22 April**.

The equal opportunities form is designed to help NYOS achieve its aspiration to become a truly inclusive community. Referees will not be contacted prior to interview or without your permission.

You may send a video or audio recording in place of the cover letter if you wish.

**Applications should be e-mailed to: [recruitment@nyos.co.uk](mailto:recruitment@nyos.co.uk)**

Closing date: 9 am Tuesday 22 April

Interviews: Tuesday 29 April

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### Further Information

Please see the job listing on our website for Organisation Chart, Equal Opportunities Monitoring Form, Equality and Diversity Policy and Privacy Notice to Applicants.

Further information about NYOS is available from [www.nyos.co.uk](http://www.nyos.co.uk)